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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The nine titles deal with the following topics: (1) the role and relationship of discourse and context; (2) political autonomy and accommodation to political alternatives as two major dimensions of political socialization; (3) rhetorical criticism of television commercials as a prologue to a rhetoric of television; (4) a rhetorical view of televised professional football; (5) a formulation and partial test of a rules-based theory of interpersonal persuasion; (6) a subjective message construct theory of persuasion; (7) the utility of an interpersonal rhetoric in the understanding of contemporary value choice; (8) message preference, world view orientations, and college alumni interests; and (9) rhetorical discourse in revolutionary guerrilla warfare. (JL)

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Choe, Sun Yuel
AUTONOMY AND ACCOMMODATION AS DIMENSIONS OF POLITICAL SOCIALIZATION: A COMMUNICATION SOCIALIZATION PERSPECTIVE

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Rubino, David Alan
THE UTILITY OF AN INTERPERSONAL RHETORIC IN THE UNDERSTANDING OF CONTEMPORARY VALUE CHOICE

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MESSAGE PREFERENCE, WORLD-VIEW ORIENTATIONS AND ALUMNI INTERESTS

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AN ANALYSIS OF INTELLIGIBILITY IN A PRACTICAL ACTIVITY: THE ROLE AND RELATIONSHIP OF DISCOURSE AND CONTEXT

Order No. DA8218440

BURKE, JULIE AVA, PH.D. *University of Illinois at Urbana-Champaign*, 1982. 239pp. Adviser: Jesse G. Delia

This study presents a constructivist-interactional analysis of intelligibility. It is centrally concerned with the creation and coordination of meaning in cases where communication is employed to coordinate lines of action to accomplish a concrete, practical task. Working with the constructivist-interactional conception of communication, the study explores the relationship among various resources for meaning coordination in a practical activity.

The constructivist-interactional conception of communication, recognizing that persons approach reality through on-going processes of interpretation, accords interpretation a central role in the creation of meaning. Communication is seen as an interpretive process in which the interactants' intentions are the focus of coordination. This conception raises questions concerning the relationships among intentions and interpretation, and the various resources for coordination. The present work is meant to provide an initial systematic explanation of intention-language-context-interpretation relationships within the constructivist-interactional framework.

First, it examines the role of communicative and interactional intentions in the production and comprehension of discourse. Secondly, it examines the functions discourse serves in the coordination of meaning. Finally, it examines the role and relationship of context and discourse in the accomplishment of intelligibility. In each case relevant theoretical perspectives are reviewed and contrasted with the constructivist-interactional perspective.

In addition to the theoretical exploration of these questions, relevant empirical analyses are reported. The empirical research reported employed the concrete, practical task of assembling and testing a toy water pump to collect two sets of data. In one data set, subjects produced or followed verbal instructions for assembling and testing the pump. In the other, subjects treated the assembling of the pump as a problem solving task; they received no verbal instructions for assembling the pump. These two sets of data form the corpus for the empirical analyses.

AUTONOMY AND ACCOMMODATION AS DIMENSIONS OF POLITICAL SOCIALIZATION: A COMMUNICATION SOCIALIZATION PERSPECTIVE

Order No. DA8220861

CHOE, SUN YUEL, PH.D. *The University of Wisconsin - Madison*, 1982. 248pp. Supervisor: Professor Jack M. McLeod

The present study proposes political autonomy (an independence from external influences) and accommodation to political alternatives as two major dimensions of political socialization. An adolescent as a potential political actor can be analyzed in terms of a four-fold typology formed by the two dimensions: autonomous accommodating (equilibrated); autonomous nonaccommodating (open); nonautonomous accommodating (acquiescent) and nonautonomous nonaccommodating (null). An individual's sense of political autonomy is seen as dependent on his/her cognitive ability to relate self with the political world.

Based on theories of Erik Erikson and Jean Piaget, achievement of political autonomy is most likely to occur during adolescence. In line with Piaget's equilibration model of cognitive development, we propose that communication activities, particularly disequilibrium inducing types, will facilitate cognitive development and consequently the achievement of a sense of political autonomy during adolescence.

The subjects were 562 adolescents between the ages of 12 and 17 and their parents. The family as a sampling element was selected from the state of Wisconsin by random digit dialing techniques. A half-hour telephone interview was conducted with each subject.

The conceptual relationship between sense of autonomy and accommodation dimensions was supported empirically among the adults, and among the older adolescents (ages between 15 and 17), but not among the younger adolescents (ages between 12 and 14). The hypothesized causal relationship between communication activities and a sense of autonomy was partially supported. Heterophilic interpersonal communication was the best predictor of the autonomy dimension. Overall, the hypothesized relationships between the political identity types and political communication activities were supported by the study. Consistent across the three samples was the finding that the open identity type is associated with a relatively high consumption of political information and particularly open interpersonal communication styles. In the adolescent sample, we found that the open identity type is associated with the concept-oriented communication behavior of the parent. Among the older adolescents only, parents with the autonomous identity types have predominantly open identity adolescents. Overall, the results showed similar identity types across the three different age groups.

AN EXTENDED CRITICISM OF CONTEMPORARY TELEVISION COMMERCIALS AS PROLOGUE TO A RHETORIC OF TELEVISION

Order No. DA8221284

HAYNES, WILLIAM LAWRENCE, PH.D. *University of Minnesota*, 1982. 182pp.

This study employs eclectic experiential rhetorical criticism to investigate the rhetorical dimension of television. Seven hours of commercials recorded off the air were used to create a critical tape of 120 commercials ranging across the advertising spectrum. Combining the historical perspectives of Walter Ong, Marshall McLuhan, Erich Neumann, and others, and following a lead proposed by Edwin Black, television rhetoric is argued to be increasingly phenomenal, decreasingly propositional. The message density of this new discourse, among other things, argues for a new scheme of rhetorical criticism. A basic analytical unit, the rhapsodos, is defined as a cluster of information bits, electronically multi-channelled, that can be grouped into one of the several unified conceptual entities that characterize a phenomenal assertion. Four functional roles for the rhapsodos are identified and a mechanistic hypothesis is developed arguing the alteration of stored experience vis-à-vis the self-concept as the fundamental rhetorical effect.

Examining the evolution of self-concept as a function of the same changes in communication media that led to phenomenal rhetoric identifies two separate formal processes, one based on the more primitive oral rhetorical mechanism, the other on the conventional written notion of form. These two formal processes-mythos and empirikos--along with rhapsodos, form a rudimentary phenomenal rhetoric which can be seen to alter the audience's stored experience via (1) the richness and scope of the rhapsodoi; (2) the intensity of arousal and fulfilment; and (3) the rhetoric's success at rewarding the audience's self-concept for the desired response. The rhetorical scheme is elaborated through analysis of some thirty commercials.

The interrelationships among four functional types of rhapsodoi--indexes, couplers, amplifiers, and contrasts--under varying formal conditions are exemplified by commercial scripts which are critically examined to produce some summary statements about the effectiveness of commercials and of television as a rhetorical medium. Finally, the implications for rhetorical criticism, for teaching television production, and for the popular culture environment are considered. The dissertation is cast in a philosophical perspective of rhetorical intersubjectivism.

IMAGE AND INTERPRETATION: A RHETORICAL VIEW OF TELEVISED PROFESSIONAL FOOTBALL

Order No. DA8221302

LEWIS, WILLIAM FRANKLIN, PH.D. *University of Minnesota*, 1982. 164pp.

Televised professional football has become a pervasive part of American public life. It presents a special rhetorical problem, however, because it is not intended or accepted as serious discourse.

Previous studies have conceptualized mass spectator sport in one of two ways. Most researchers see sport as a part of the social system and explain football as a "reflection" of society. A second approach emphasizes the ritualistic character of sporting events and conceives of sport as a pure world risking corruption from the outside society. Rhetorical criticism offers a productive alternative because it encourages a consideration of audience, context, presentation, and judgment.

This criticism examined several professional football games during the 1979-80 season focusing on the commentary and the advertisements in an attempt to identify the scheme of interpretation that is projected to the television audience.

The imagery of death and killing dominates televised professional football and the model of combat is used as an interpretive frame. Through the metaphor of warfare televised professional football enacts an archetypal mythic pattern: The Quest-The Struggle-The Kill.

The mythic form of the *agon* imbues the game with the ultimate significance of a life and death struggle and simultaneously encourages a playful attitude.

The myth also provides a symbolic context for a social ideology. Football is presented as an inspiration to the ideal of success: teams and individuals strive to overcome a hostile environment through the skillfull imposition of strength, intelligence, strategy, and sacrifice. This clear and simple picture is complicated by the potential for active interpretation. Televised professional football exaggerates one facet of American social experience. It is clearly separated from the "real" world, it is said to be less important, it is manifestly playful, and its forms of action are sometimes presented ironically.

In contrast to explanations that posit a direct relationship between the forms of action in football and its social effect, this study concludes that televised professional football is a complex symbolic form whose influence depends upon the presentational choices of the networks and the interpretive choices of the audience. Through interpretation viewers can make their experience more meaningful, more ethical, and more humane.

A FORMULATION AND PARTIAL TEST OF A RULES-BASED THEORY OF INTERPERSONAL PERSUASION

LULOFS, ROXANE SALYER, PH.D. *University of Southern California*, 1982. Chairman: Professor Kenneth K. Sereno

In recent years there has been an increased interest in the strategic aspects of communication, and the way in which people persuade one another in face-to-face settings. The research has borrowed from both sociological and psychological traditions to generate typologies of tactics used in interpersonal persuasion. Despite a proliferation of research, no attempt has been made to relate findings to any existing theory or to create a theoretical framework for the explanation of findings. The purpose of this dissertation was to create a vocabulary and theoretical framework for examining interpersonal persuasion situations, and to provide a test of the theory. In addition, the dissertation was designed to examine the relationship between tactics used by persuaders and by persuadees, and to determine the relationship of tactics to broader strategies used in interpersonal persuasion.

Fifty-eight statements were adapted from previous research, including statements previously identified as "tactical" and as "non-tactical." Four hundred and forty-six students enrolled in communication classes at Pasadena City College and at the University of Southern California during the Spring semester, 1982, completed one of four tasks. In the first task, participants (n = 105) sorted statements according to content, and rated them on five semantic differential scales. In the second (n = 145), third (n = 100), and fourth (n = 96) tasks, participants sorted statements according to the likelihood that they would use them, acceptability of the statements, and intimacy of the statements, respectively.

Matrices containing both the frequency proportions and correlations between statements were computed and analyzed via cluster analysis. Results indicated that the clusters generated from the content sort were the strongest and most consistent of the four sorting tasks. Tactics which are concerned with information exchange were judged most acceptable, most likely, and least intimate in interpersonal persuasion situations.

Several rules governing interpersonal persuasion were generated from the findings. Implications of the research with regard to methodological and theoretical considerations were discussed and suggestions for further research were made.

SUBJECTIVE MESSAGE CONSTRUCTS: A THEORY OF PERSUASION AND THREE SUPPORTING STUDIES

Order No. DA8222262

MORLEY, DONALD DEAN, PH.D. *The University of Iowa*, 1982. 270pp. Supervisor: Professor John Waite Bowers

Subjective message construct theory maintains that the underlying constructs, or cognitive tests, that receivers apply to persuasive messages require that message information be perceived as important, novel, and plausible for belief change to occur.

In three different studies a total of six "full" replications of the theory were performed. Subjects for the studies were University of Iowa undergraduates who were enrolled in required speech and composition classes [Study I, $N = 52$; Study II, $N = 168$; Study III, $N = 105$]. These subjects participated in single session pretest-posttest experiments. For each topic on the pretest, subjects reported their subjective beliefs in the probability of the claim [p(C)], datum [p(D)], claim given the datum [p(C|D)], and claim if not the datum [p(C|$\bar{D}$)]. Additionally, subjects who received the "full" pretest indicated their beliefs in "second order" support and backing statements which were designed to predict change in the subjective probability of the datum [p(D)] and warrant [p(C|D)]. These subjective probabilities were subsequently placed in a mathematical formulation which represented a multiplicative combination of importance, novelty, and plausibility.

The results from six replications of the full recursive model indicated that between 25 and 50 percent of the variance in belief change can be explained by subjective message construct theory. Additionally, the results from validity checks indicated that subjective probabilities can be used to construct valid operational measures of importance and novelty.

THE UTILITY OF AN INTERPERSONAL RHETORIC IN THE UNDERSTANDING OF CONTEMPORARY VALUE CHOICE

Order No. DA8213108

RUBINO, DAVID ALAN, PH.D. *University of Pittsburgh*, 1981. 249pp.

This study examined the process of value choice in contemporary society. A historical-critical method was used to examine traditional methods of value choice: cognitive development, values clarification, values investigation, and normative and applied ethics. It was determined that these traditional methods of valuation have failed to address contemporary criteria of interaction. Specifically, they did not address the complex process of value choice, the societal perspective which functions as a source of values, and the affective domain.

An alternative mode for understanding the process of value choice based in interpersonal rhetorical theory was evaluated for its utility given contemporary societal criteria of interaction. An interpersonal rhetorical model was found to increase the understanding of value choice in the following ways: (1) By providing a model from which an individual may evaluate past choices and structure present ones tailored to specific situations. (2) By considering specific needs of the individual. (3) By considering the exigence of value choice and equally weighting cognitive and affective elements. (4) By utilizing the processes of goal setting, strategy selection, negotiation, and the dialectical role of the other.

MESSAGE PREFERENCE, WORLD-VIEW ORIENTATIONS AND ALUMNI INTERESTS

Order No. DA8225766

SNYDER, MARY RUTH, PH.D. *Purdue University*, 1982. 166pp. Major Professor: W. Charles Redding

"Messages which are favorable to the existing image of the world are easily received" (Boulding, 1956). This observation inspired the hypothesis that people prefer messages congruent with their world-view orientation (WVO).

The present study adopted the "world hypotheses" of philosopher Stephen Pepper (1942) to investigate world-view orientations: Contextualist, Formist, Mechanist, Organicist.

Subjects were Purdue University alumni selected from two age groups (graduates from 1900-1968 and from 1969-1979) within five schools (Agriculture; Consumer and Family Sciences; Engineering; Humanities, Social Science and Education; and Science). Three hundred alumni were randomly selected from each of the ten school/age groups; of the 3,000 sent a mailed questionnaire, 1,896 responded.

The questionnaire assessed (1) preferences for messages based on WVO, (2) level of interest in eight aspects of the university, and (3) the respondents' dominant WVO. Following procedures used by previous researchers, 643 WVO "purists" were identified. Message preferences of each WVO group were ranked by weighted-average rank as follows: Mechanists (N = 404), organistic (O), mechanistic (M), contextualistic (C), formistic (F); Formists (N = 119), O, C, M, F; Organicists (N = 96), O, M, C, F; contextualists (N = 24), C, O, M, F. Of the Mechanists, CFS alumni composed nearly 30%; of the Formists, ENGR alumni, nearly 30%; the Organicists, CFS and HSSE, 25% each; Contextualists, HSSE, 33%.

An "action experiment" was carried out as a part of a regular dues-solicitation mailing of the Purdue Alumni Association (PAA). Half of 18,836 Engineering non-member alumni were sent a message based on their message preference and most-appealing aspect of the university. The other half were sent a standard message. Two months after the mailing, dues payments from the experimental group numbered 125, from the standard (control) group, 93.

Aspects of the university most appealing to alumni of all age and school groups surveyed were Academic Programs, Research, and Responsible Use of Resources; least appealing, Athletics and Alumni Involvement.

The hypothesis that people prefer messages congruent with their world-view orientation was supported by two of the four orientation groups, the third group ranked its congruent message second; the fourth group ranked its congruent message last.

SOCIAL MOVEMENTS AND SOCIAL REALITY: RHETORICAL DISCOURSE IN REVOLUTIONARY GUERRILLA WARFARE

Order No. DA8225781

WALSH, JAMES FRANCIS, JR., PH.D. *Purdue University*, 1982. 502pp.
Major Professor: Don Burks

Rhetorical examinations of social movements and social reality have been made from disparate theoretical perspectives. A single theoretical framework is needed to unite the findings of theoretically-disparate rhetorical studies of social movements and of social reality. Peter L. Berger and Thomas Luckmann's *The Social Construction of Reality* contains such a framework. Application of their theories to the progress of Marxist-Leninist revolutionary guerrilla insurgency, a type of social movement which attempts to transform social reality, both demonstrates the usefulness of Berger and Luckmann's theories as a rhetorical method for examining social movements and social reality and indicates ways in which their theories can be used as a guide and a warrant for uniting rhetorical studies of social movements and of social reality.

Revolutionary guerrillas use discursive and non-discursive means to generate and mobilize discontent and to transform objective and subjective social reality. Messages addressed to movement members generate discontent by creating hatred for the established government and mobilize discontent by presenting the revolutionary ideology, and by appeals to self-interest, consubstantiation, and coercion. Messages addressed to government personnel generate discontent by attacking the motives that inspire government service. Messages addressed to movement members increase members' willingness to act on behalf of the movement and transform the subjective and objective reality which they "inhabit." Revolutionary guerrillas transmit these messages primarily through interpersonal and group communication channels.

Berger and Luckmann's theories illuminate guerrilla movements' messages as serving movement needs by transforming objective and subjective reality. In so doing, they indicate a theoretical framework and definition of movements within which disparate approaches to social movements and social reality may be combined.

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